

10 tips and tricks to improve the communication of marine conservation science with a clear and attractive visual story

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The oceans are among our biggest resource for life on earth, and also our biggest dumping grounds. Plastic pollution, overfishing and coral bleaching are among the best known threats by the general public. Despite we are increasingly confronted with a declining health of our oceans, ocean optimism is present as numerous conservation acts are taking place around the globe at this time. Though marine conservation science remains still poorly communicated due to the complexity and the age of this field of study.

Clear and effective communication to scientists and the general public is crucial to obtain a sustainable policy that incorporates a right balance between human development and conservation to protect marine life. In the digital age we are living, different kinds of mediums are available to communicate marine science to a broad audience and to raise awareness. Nice and clear visual stories (infographics, animations,..) are more and more used by advertising agencies to reach their target audience. These visual stories are not only nice to look at but they can also lower the barrier for non-scientists to comprehend the complex science, a clear visual message moreover is easier to remember and therefore more effective in raising effective awareness.

But what does a good visual story need? Which elements do you need to design a clear and attractive visual story? Ten tips and tricks to improve your visual communications skills and to increase the efficiency of your science communication strategy.